


City of Seattle Notice of Appointment

Name: Terri Hiroshima		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Ravenna	Zip Code: 98115	Contact Phone No.: 206-382-6137 Date of Appointment: November 13, 2014 Term of Office: From: January 1, 2015 To: December 31, 2016
Appointed to: Seattle Arts Commission		CITY OF SEATTLE CITY CLERK 2014 DEC -3 AM 10:01 FILED
Authority (Ord., Res.): 121006		
<p>Background: A Puget Sound resident since 1992, Terri Hiroshima has worked in Seattle's non-profit sector for more than 18 years. She is currently Director of Marketing & External Relations at Crosscut Public Media, a civics-based online news outlet that focuses on in-depth coverage of Northwest issues. She began there in May of 2011 serving as Executive Director until a Publisher was hired in September 2012.</p> <p>Previously, Terri served as Director of Marketing and Communications at Seattle Theatre Group (STG), the non-profit arts organization that operates the historic Paramount and Moore Theatres in downtown Seattle. There she was part of STG's Executive Team and directed all institutional initiatives and marketing campaigns to promote international and national touring engagements such as Broadway, concerts, dance, theater, silent film, family shows, and comedy/speaking engagements.</p> <p>Terri's first foray into producing theatre was at The Empty Space Theatre where she was Director of Marketing and Communications from 2001-2003. She managed several seasons and campaigns promoting world premiere and "fringe" plays, and contributed to heightening the awareness and reputation of Seattle being a great city for theatre.</p> <p>For two-and-a-half years, Terri was a Public Relations Manager at two different corporate start-ups: Acadio and Xylo. When those "dotcoms" succumbed to the bubble bursting, she ran back to the security of the non-profit arts sector!</p> <p>Terri began her career in the arts and events world at One Reel, where she started in 1993 doing public relations. She eventually became Marketing Director, creating and implementing campaigns for some of Seattle's signature community events: Bumbershoot, Summer Nights at the Pier, and Lake Union's Fourth of July fireworks show; and helped launch first-time events such as Teatro ZinZanni and WOMAD USA.</p> <p>Terri graduated with a Bachelor of Science in Public Relations from Boston University; she completed Seattle's Leadership Tomorrow program in 2009 and has volunteered on their search and selection committee since 2010. She is currently a board member at two Seattle non-profit arts organizations: Shunpike and Degenerate Art Ensemble. And she is a proud mentor to an eighth-grader at Seattle Girls School.</p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Edward B. Murray

TERRI HIROSHIMA

PROFILE

Recognized as an experienced problem solver with the knowledge, creativity, experience, and ability to lead diverse management efforts for organizations of all sizes. Passionate about connecting people to meaningful experiences and building engaged communities. Valued for providing insight, perspective, constructive direction, and a sense of humor.

- Executive Leadership and Management
- Expertise in Marketing and Communications
- Brainstorming, Concepting, Imagining
- Cross-functional Team Cohesion
- Strategic Planning and Execution
- Project Management and Planning
- Mission and Vision Stewardship
- Board Development and Management

EXPERIENCE

EXECUTIVE DIRECTOR

05/11 - Present

Crosscut Public Media

A non-profit, online news outlet serving the Northwest with long format analysis and journalism

Key Achievements:

- Provide stewardship of mission, strategic planning, and program implementation
- Improved overall sales initiatives including hiring new staff, transferring to digital advertising system, redesigning sales kits, and overhauling sponsorship program resulting in 98% increase in sales and sponsorship revenue
- Established grant research and application procedures; initiate contact with foundations and managed relationships; write LOI's and grants
- Improved membership program by producing meaningful special events, implementing member cultivation events, and started monthly newsletter to strengthen communications
- Successfully achieved first-ever CMS (content management system) migration and served as project manager

Primary Responsibilities:

- Provide vision, structure, and streamlining of general operations
- Grow revenue streams via advertising, sponsorship, foundations, and membership
- Expand and engage board of directors
- Strategize and initiate plans for founder transition

DIRECTOR OF MARKETING & COMMUNICATIONS

04/03 – 01/11

Seattle Theatre Group

Non-profit arts organization that operates Seattle's historic Paramount, Moore, and Neptune Theatres presenting concerts, Broadway, dance, film, and general entertainment

- Served on executive team and contributed to successfully achieving goals: maintained and improved overall health of organization, set policies and budgets, developed leadership skills
- Worked with Board of Directors on strategic planning, campaigns, and special events
- Directed all efforts for company website including design, content management, user-interface
- Devised and executed a range of marketing campaigns from concept to execution for more than 430 performances annually, including both online and offline advertising and promotions, public relations, direct mail, telemarketing, and community partnerships
- Forged partnerships to enhance promotional efforts, maximize sales strategies, and create new lines of revenue
- Initiated company re-branding via website design overhaul, advertising, interior/exterior venue

COMMUNICATIONS DIRECTOR

09/01 – 03/03

The Empty Space Theatre

Formerly Seattle's longest operating equity theatre producing a six show season of new/premiere plays

- Modernized marketing efforts, creating Web promotions, reprioritizing public relations efforts, experimenting with out-of-home advertising, updating membership/sales campaigns, and organizing community outreach programs that achieved goals for both parties
- Successfully lead staff through arduous transition during executive director search
- Managed annual subscription and single ticket sales program, third-party cross promos and devised new sales strategies including incentive and awareness campaigns

PUBLIC RELATIONS MANAGER

02/00 – 04/01

Acadio (11 mos.) and Xylo (4 mos.)

Successfully executed public relations campaigns for two start-up tech companies: Acadio, an e-learning company and Xylo, an online employee benefits company

- Devised and implemented inaugural PR and branding campaigns
- Lead national press tours, trained executives for media interaction, secured interviews and speaking engagements, prepared talking points for executives
- Conducted agency RFP's and project reviews
- Developed monthly national survey with results consistently covered in national publications
- Managed all aspects of PR agency teams for both companies

PUBLIC RELATIONS & MARKETING DIRECTOR

01/93 – 02/00

One Reel

Seattle's non-profit arts, cultural, and special events producers creating Bumbershoot, Teatro ZinZanni, Summer Nights at the Pier concerts, Family 4th at Lake Union, WOMAD USA, SAM Black & White Ball

- Directed all public relations and marketing efforts, managing department growth as well as agencies, studios, vendors, interns and volunteers
- Developed and directed campaigns in local, national, and international markets
- Created and executed promotions with media (print, radio, TV, online), sponsors (corporate, media, in-kind), businesses, and diverse organizations and other non-profit partners
- Launched first website for company, initiating e-commerce and online promotions
- Directed annual re-branding of events, producing award-winning print collateral and marketing campaigns
- Secured and coordinated interviews, operated press rooms, lead media tours

EDUCATION & PROFESSIONAL ADVANCEMENT

- Leadership Tomorrow, Class of 2009
- Boston University, Bachelor of Science degree in Public Relations

COMMUNITY INVOLVEMENT

- **Shunpike:** Board Secretary, 2005 – present
- **Leadership Tomorrow:** Class of 2009; Search & Selection Committee 2009 – current
- **Seattle Girls School:** Mentor, 2010 – 2012
- **Degenerate Art Ensemble:** Board Member, 2005 – 2012

Seattle Arts Commission – June 2014

16 Commissioners who serve a term of two-years (*may be reappointed twice*):

- 7 appointed by the Mayor
- 7 appointed by the City Council
- 1 appointed by the Seattle Arts Commission
- 1 member via *Get Engaged: City Boards and Commissions* program, Appointed by Mayor, **1-year** term

City Council appointments are subject to City Council confirmation.

D*	Name	Term Ends	Term #	Position	Appointed By
(2) F	Sharon Williams	12/31/15	1st	At-Large	City Council
(6) M	Billy O'Neill	12/31/16	2nd	At-Large	City Council
(1) F	Priya Frank	12/31/16	1st	At-Large	City Council
(6) F	Perri Lynch-Howard	12/31/15	2nd	At-Large	City Council
(1) F	Huong T. Vu	12/31/15	2nd	At-Large	City Council
(3) M	Jerry Garcia	12/31/16	2nd	At-Large	City Council
(6) M	Michael Seiwerath	12/31/15	3rd	At-Large	City Council
(6) F	Fidelma McGinn	12/31/15	3rd	At-Large	Commission
(6) M	Gian-Carlo Scandiuzzi	12/31/16	3rd	At-Large	Mayor
(3) F	Kelly Rodriguez	12/31/16	1st	At-Large	Mayor
(6) M	Jeff Benesi	12/31/15	2nd	At-Large	Mayor
(1) F	Terri Hiroshima	12/21/16	2nd	At-Large	Mayor
(2) M	Jonathan Cunningham	12/31/15	1st	At-Large	Mayor
(2) F	Vivian Phillips	12/31/16	2nd	At-Large	Mayor
(5) F	Tracy Rector	12/31/16	2nd	At-Large	Mayor
(1) F	Amy Piñon	09/01/15	Only	Get Engaged	Mayor

* Diversity

					(1)	(2)	(3)	(4)	(5)	(6)
Appr. Authority	Men	Women	Vacant	Minority	Asian American	African American	Hispanic Latin	Native American	Other**	Caucasian
Mayor	3	5	0	4	1	2	0	1	0	3
Council	3	3	0	3	1	1	1	0	0	4
SAC	0	1	0	0	0	0	0	0	0	1
Get Engaged	0	1	0	1	1	0	0	0	0	0
Total	6	8	0	8	3	3	1	1	0	7